

What is claimed is:

1. An electronic commerce system using an information communication network, comprising

an item database with which a seller registers items  
5 composing a product in a combination of the items to open to the public for a coordinator;

a coordinate database with which the coordinator registers combinations of items that the coordinator coordinates using the items registered with the item  
10 database; and

a settlement mechanism that opens the coordinate database to the public for a consumer to receive an order of an item from the consumer, while clearing up payments of a charge from an account of the consumer and to the  
15 seller when transaction is completed.

2. The electronic commerce system according to claim 1, further comprising:

at least one virtual coordinator which assists the consumer in searching the coordinate database according  
20 to a request from the consumer.

3. The electronic commerce system according to claim 2, wherein the virtual coordinator presents the combinations of items coordinated to the consumer, receives a response indicative of whether the consumer  
25 is interested in each presented combination of items, and based on the reply from the consumer, searches for a combination of items coordinated suitable for a

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preference of the consumer.

4. The electronic commerce system according to claim 3, wherein when an item is returned from the consumer who purchased the item, the virtual coordinator searches  
5 for a combination of items coordinated suitable for the preference of the consumer in which information on a returned item is reflected.

5. The electronic commerce system according to claim 1, wherein a concept board on which concepts of the  
10 coordinator are displayed is open to the public for the coordinator, and combinations of items coordinated according to the concepts are registered with the coordinate database for each concept.

6. The electronic commerce system according to claim  
15 2, wherein the coordinate database stores coordinate data having combinations of items coordinated, and image-words and coordinator identification name, attached to respective combinations, which the coordinator assigns to each combination of items  
20 coordinated, and the virtual coordinator fetches item data, an image-word and the coordinator identification name contained in each combination of items coordinated as keywords, and searches for a combination of items suitable for a preference of the consumer corresponding  
25 to a degree of keywords being contained in the coordinate data replied from the consumer on whether the data interests the consumer.

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